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**OCT 03 2008**

**IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE**

Attorney Docket No.: **Google-38 (GP-100-00-US)**

Appl. No.: **10/674,056**

Applicant: **Georges R. HARIK**

Filed: **September 29, 2003**

Title: **GENERATING INFORMATION FOR ONLINE ADVERTISEMENTS FROM  
INTERNET DATA AND TRADITIONAL MEDIA DATA**

TC/A.U.: **2161**

Examiner: **Kavita Padmanabhan**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

**Sir:**

In response to the final Office Action mailed on May 19, 2008 (Paper No. 20080513), and further to the Notice of Appeal filed on September 19, 2008, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.